

Goa Vidyaprasarak Mandal's
GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE
& ECONOMICS, PONDA-GOA

B.COM.(SEMESTER-III) EXAMINATION, OCTOBER 2014
BUSINESS ENVIRONMENT

MARKS: 80

TIME: 2 Hours

INSTRUCTIONS TO THE CANDIDATES

(1) All questions are compulsory; (2) Figures to the right indicate marks.

- Q. 1 (a) Define business. What are the objectives of business? (12)
(b) Mention, any four, characteristics of business. (04)
- OR**
- Q. 1 (x) What is internal environment of business? Explain. (12)
(y) Outline, any four, components of micro-environment of business. (04)
- Q. 2 (a) How culture influences business? Explain. (12)
(b) What is the significance of Nouveau Riche to business? (04)
- OR**
- Q. 2 (x) How demographic environment affects business? (12)
(y) Mention, any four, causes of migration in India. (04)
- Q. 3 (a) How natural environment affects business? (12)
(b) Outline the need for appropriate technology in India. (04)
- OR**
- Q. 3 (x) Comment upon the impact of Information and Communication Technology on business. (12)
(y) Point out, any four, advantages of technology. (04)
- Q. 4 (a) Mention the role of government in business. (12)
(b) What are Business Groups in India? (04)
- OR**
- (x) Outline the role of the civil services in the economic development of the country. (12)
(y) What are Labour groups in India? (04)
- Q. 5 Write short notes, **Any Two**: - (2x8=16)
(i) Social responsibility of business.
(ii) Impact of culture, traditions and values on business.
(iii) E-business in India
(iv) Democracy *versus* Dictatorship.
